



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research
(Affiliated to SP Pune University, Approved by AICTE New Delhi, Recognized by Govt. of Maharashtra)

MBA @ IICMR

Date: 07/03/2020

REPORT

1. Title of the Activity: Business Process Excellence 2020

INDUSTRIAL MOTIVATIONAL CAMPAIGN FOR ENTREPRENEURSHIP DEVELOPMENT

2. Date & Venue: 6th March to 7th March 2020, IICMR Auditorium

Time: 9:30 am to 5:30 pm

3. **Course Objective:** Industrial Motivational Campaign (IMC) is an activity to identify and motivate traditional / non-traditional entrepreneurs, having potential for setting up MSEs and with an objective of leading them towards entrepreneurship / self-employment.

3.1 Outcomes of Activity:

- To promote innovation amongst the budding managers
- To groom the entrepreneurial skills amongst the budding managers
- To educate the budding managers about the schemes available for MSME

4. Description of the Study:

The event was inaugurated by Mr. Manoj Phutane, the chairman and managing director of Kala Group of Industries. He shared the journey of intrapreneur to Entrepreneur. Moreover he share about the strategies taken by the conglomerate group of Kala Group. They started their business with genset. Later they diversified into Biotech etc. The event comprised of a blend of 7 plenary sessions, one panel discussions and Valedictory sessions. The budding managers were from the process of starting of an enterprises, identify the opportunities, how to incubate their ideas into innovation and how

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to protect their innovation and how to identify their strength and weakness of the enterprise as well as how to apply for funding as well what are various government schemes available to support them to start their business.

5. Activity Experience

Seventy five Students of MBA First year experienced the activity. They actively participated in the discussions with the experts. They cleared their doubts. Students were divided into eight group. First Session was held by the Mr. Pradeep Gaikwad. He explained the concepts of incubation centre. How the idea is converted to a product was explained to him. Second session was to understand the four pillars of the organisation namely, Vision, Mission, Business Model and the challenges and opportunities of an organization. They were given 8 different sectors namely, 1. Food, 2. Cloth, 3. Travel, 4. Payment, 5. Online book store, 6. Online Groceries 7. Online Gold 8. Online education. Moreover they actively participated in the activity by creatively presenting the above mentioned four pillars in the chart and explained them. Third session was held by the Mr. Jitendra Sharma where he highlighted how to Identification of business opportunities for starting Own Venture. He took two case study namely Dosa Plaza as well as Mr. Ramesh Babu's Journey of Barber to the leading Business man of renting Luxurious car. Mr. Sudhir Hasamanis engaged the third session How to identify the Entrepreneur in YOU? SWOT Analysis SWOT analysis. He explained few ideas namely Medical equipment rentals as well as translation services. He did the SWOC analysis. It was followed by the panel discussion held with Mr. Atul Bengeri and Rahul Arjun Jadhav. Mr. Arjun Jadhav shared his experience of starting his first enterprises and he closed his first enterprise due to lack of financial knowledge. Later he started his second enterprise with the support of his father who helped him to formulate the financial strategies which helped to achieve success in the business.

The second day started with the recap of the first day and the fourth session was Salient features of a project Report / Business Plan by the Indian Overseas Bank, Mr. Bimlendu Biswal, Senior Manager Credit and Risk Management. He explained the elements of the business proposal or business plan. Later he explained how the bankers appraise the credit worthiness of the proposal. Fifth session was held by Mr. Ritesh Pal CA. He dealt on IPR. He ignited the minds of budding managers, how the process of filing the patent

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and IPR can be practised as a profession. Sixth session was held by Mr. Sudhakar Kulkarni where he highlighted the schemes of MSME to start a new enterprise. Seventh session was held by Mr. Sunil Joshi CMA. He focussed on the risks as well as risk management techniques. How risk can be avoided as well as mitigated The last was the valedictory session held by Mr. Yogesh Pawar who concentrated on the Intrapreneur to Entrepreneur. He also talked about the characteristics of an entrepreneur. Thus the budding managers got the overview of the transformation process from ideation to ideal enterprise.

6. Assessment of Activity Outcomes:

The budding managers were really cherished by this event. Most of them gave the feedback of the all the sessions above three. It depicted that they really benefited by this event. The objective of the event was met with. Few students are having innovative idea. We will collaborate with the AIC Pinnacle to convert these ideas into successful product.

7. Feedback:

It was positive feedback, each student took away a key benefit point from this activity.





DR. ABHAY KULKARNI, DIRECTOR, IICMR
 FELICITATING THE CHIEF GUEST
 MR. MANOJ PHUTANE, DIRECTOR KALAGENSET (P) LTD.



FIRST SESSION - CHIEF GUEST ADDRESS ON THE
 CHALLENGES OF AN ENTREPRENEUR

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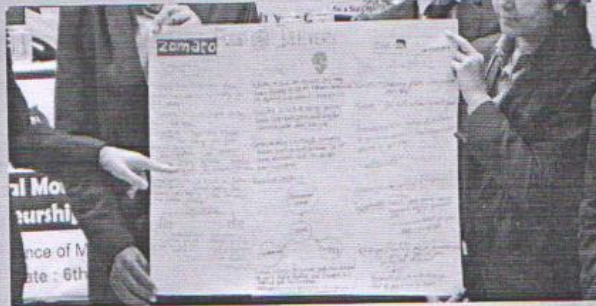
MOU SIGNED BETWEEN IICMR AND AIC PINNACLE FOR ORGANISING INDUSTRIAL MOTIVATION CAMPAIGN FOR YOUTH & MSME



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PRESENTATION OF FOOD DELIVERY- THE WINNERS



ACTIVITY BY THE FOOD DELIVERY





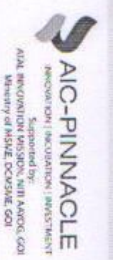
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Business Process Excellence (BPE) Continuum 10

INDUSTRIAL MOTIVATIONAL CAMPAIGN FOR ENTREPRENEURSHIP DEVELOPMENT (IMC for ED)

Date: 6th March to 7th March 2020
 VENUE: IICMR Auditorium

Course Objective: Industrial Motivational Campaign (IMC) is an activity to identify and motivate traditional / non-traditional entrepreneurs, having potential for setting up MSMEs and with an objective of leading them towards entrepreneurship / self-employment.

*Program Schedule

Date	SESSION 1 10:00am - 11:45am	SESSION 2 11:45am -01:00pm	SESSION 3 01:45pm - 03:00pm	SESSION 4 03:15pm - 04:15pm	SESSION 5 04:15pm - 5:30pm
6 th March 2020	a) Inauguration-Camp Objectives b) Chief Guest address Who is an onEntrepreneur? Benefits & Challenges, Be an Employer or an Employee.	a) How to start and manage a small / micro enterprise b) Govt. Support system to assist entrepreneurs; Policies, formalities	Identification of business opportunities for starting Own Venture	How to identify the Entrepreneur in YOU? SWOT Analysis SWOT analysis.	Panel Discussion Meet your mentor - Interaction with a successful entrepreneur - Experience Sharing
Resource Person	a) Dr. Abhay Kulkarni Director, IICMR b) Mr. Manoj Phutane CEO Kalagense c)	a. Mr. Pradeep Gaikwad Incubation Manager AIC Pinnacle Adv. Manisha Kulkarni HOD MBA@IICMR	Mr. Jeetendra Sharma Adjunct Faculty MBA@IICMR	Dr. Abhay Kulkarni Director, IICMR Dr. Sudhir Hasamnis- Ex. AGM TATA Motors	Mr. AtulBengeri a) Chief Learning Influencer ACCUMEN TODAY; Mr. Rahul Arjun Jadhav, b) Director- Aarush Systems Pvt. Ltd
7 th March 2020	a) Recap of DAY 1 b) Salient features of a project Report / Business Plan	Intellectual Property Rights. (IPR)	a) Finance - cum - subsidy schemes for new entrepreneurs. b) Schemes for MSMEs being operated by commercial banks / financial institutions	What are the risk in setting a start up? Managing Risk	Group Discussion- Intrapreneur Vs. Case Study: Positive Traits for Successful Entrepreneur Q&A, Feedback
Resource Person:-	Mr. Bimlendu Biswal, Senior Manager Credit and Risk Management - Indian Overseas Bank	CA Ritesh Pal 	Mr. Sudhakar Kulkarni Certified Financial Planner 	Mr. CMA Sunil Joshi Finance Forum	Interaction with Participants and Experts. Dr. Yogesh Pawar



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